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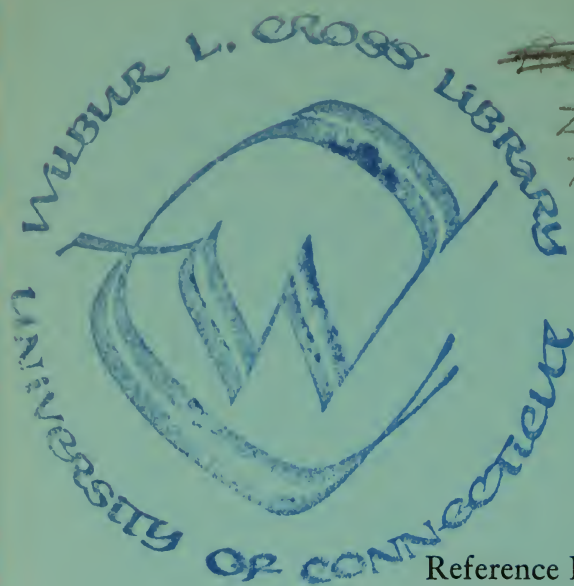
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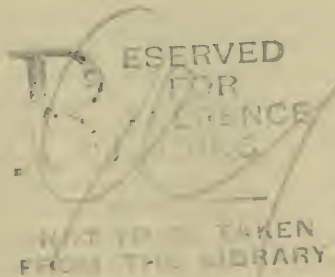
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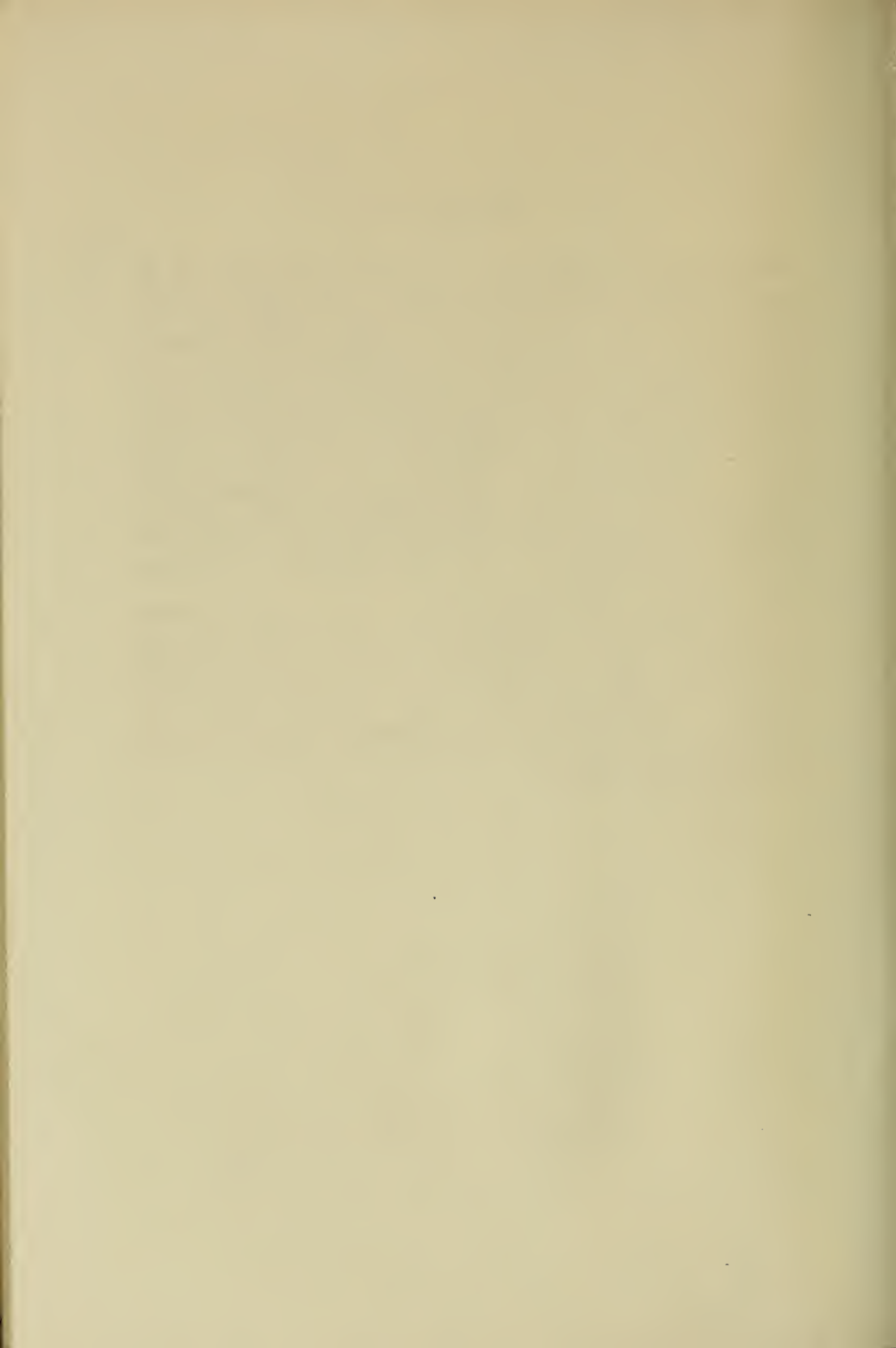
PREFACE

Businessmen have always been aware of the importance of the future for business planning purposes, but not much appeared in print until after the second World War. Because we are beginning a new decade, the past two years have seen a decided increase in attention given to these projections, predictions and speculations concerning the American economy. Books have been written on the subject, articles prepared for journals, studies conducted by Congressional committees, and speeches presented by a wide range of individuals. Even entire seminars, conferences and conventions have been devoted exclusively to the economic outlook and to planning for the nineteen sixties. These sources range all the way from the carefully studied projections of business economists to the crystal ball gazing of happy dreamers, and from general estimates of the entire American economy to forecasts for specific commodities.

The following selected bibliography lists many of these published sources for information. There are three parts: general books and articles (pp. 3-11); forecasts on specific subjects, arranged alphabetically by subject (pp. 11-34); and texts on the principles and methods of business forecasting (pp. 34-41). Brief descriptive annotations are included with most references. This bibliography is based on material in Baker Library, but personal copies of each item should be purchased from the individual publisher.



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GENERAL SOURCES

AMERICAN-MARIETTA COMPANY. *The Years Ahead: 1960 to 1975*. Chicago, The Company, 1960. 36 pp.

A special report, with graphs, on the growth of the company, the industry and the nation. Highlights of this study appear in *Industrial Development*, Vol. 129, No. 5 (May 1960) pp. 6-9; and also in *Surplus Record*, Vol. 37, No. 6 (June 1960) pp. 10-12.

BROWN, HARRISON, JAMES BONNER AND JOHN WEIR. *The Next Hundred Years*. N.Y., Viking, 1957. 193 pp. \$4.75.

An excellent summary of a series of discussions at Cal Tech on the future for man's natural and technological resources, conducted for leaders of American industry. "Notes" and a "Bibliography" are included. Some of the topics discussed were: Demands for Raw Materials in an Industrial Society; Technical Manpower in an Industrial Society; Rates of Industrialization; World Population; World Food Production; New Knowledge and New Food; Patterns of Agricultural Change; Our Energy Resources; New Knowledge and New Energy; Technical Manpower, Past and Future; The Production of Scientists and Engineers; Increasing Our Brainpower Output; Our Ultimate Brainpower Potential.

CHAMBER OF COMMERCE OF THE UNITED STATES. *The World of Tomorrow; What Will it Be Like?* Washington, D.C., 1956. 32 pp.

Brief text and charts tracing past growth and projecting trends of basic indicators.

COMMITTEE FOR ECONOMIC DEVELOPMENT. *Economic Growth in the United States, its Past and Future*. N.Y., 1958. 63 pp.

A discussion of the growth of the American economy up to the present, and the principal considerations affecting future economic progress.

CONFERENCE FOR SENIOR EXECUTIVES IN MORTGAGE BANKING. *Proceedings of the Fifteenth Annual Conference*. N.Y., 1960. 116 pp. (New York University Business Series, No. 38).

Several speeches on the coming decade are: "The American Economy: Where We Are and Where We are Going," by Marcus Nadler; "The Implications of the Demographic Developments," by P. M. Hauser; "The Economic Factors in the Demand for Housing," by R. A. Kavesh; "The Financial Factors in the Demand for Housing," by G. R. Collings; "Commercial Banks as a Source of Funds," by P. S. Nadler; "Broadening the Market for Mortgages," by R. F. Murray.

"The Decade Ahead: Six Changes the '60s Will Bring," *Nation's Business*, Vol. 48, No. 1 (January 1960) pp. 32-33+.

Brief description of changes in income, leisure time, labor force, urbanization, government influence, and international trade.

DOLVA, WENZIL K., editor. *Marketing Keys to Profits in the 1960's*. Chicago, American Marketing Association, 1960. 599 pp. \$7.50 to non-members.

These Proceedings of the 42nd national conference of the AMA are papers by leaders in marketing thought from business, government and the field of education. Those pertaining to forecasting cover such topics as Marketing Management (productivity, efficiency, and sales forecasting); The Consumer (population, consumer spending and saving, social patterns); Industrial Marketing (outlook for capital spending, plans and requirements); Marketing Research; Special Interests (education, marketing of insurance, banking services, and agricultural, chemical and public utility marketing).

An article on this conference is "'60s to Be Business' Golden Era, Barring War, Bungling, AMA Told," *Advertising Age*, Vol. 30, No. 25 (June 22, 1959) pp. 1, 117.

DRUCKER, PETER F. *America's Next Twenty Years*. N.Y., Harper, 1957. 114 pp. \$2.75.

Based on the premise that "we can find plenty to occupy us in what we *know* about America's twenty years from events that have already occurred," Mr. Drucker discusses: The Coming Labor Shortage; The Promise of Automation; The New Tycoons; Will the Colleges Blow Their Tops; America Becomes a "Have-Not" Nation; Coming Issues in American Politics.

EDMUNDS, STAHL. "Family Standards of Living in 1965," *Proceedings of the National Consumer Credit Conference*, 1956, pp. 39-60. (University of Michigan, Bureau of Business Research, Michigan Business Papers, No. 32).

"A projection of the American Economy to 1965, with emphasis on consumer expenditures and the probable growth of consumer credit, both on the average and in aggregate." — p. viii.

FENN, DAN H., editor. *Management in a Rapidly Changing Economy*. N.Y., McGraw-Hill, 1958. 339 pp. \$5.00.

This book is based on the Proceedings of the 27th National Business Conference sponsored by the Harvard Business School Association, June 8, 1957. Part 1, "Forces That Are Shaping the Future," includes three papers forecasting population and income changes and five papers on expected growth in selected strategic industries over the next ten years. The speakers in this latter panel represented an oil company, a car manufacturer, a manufacturer of power tools, a steel company and a cement company. Two of the addresses on population and income also appeared in the *Commercial and Financial Chronicle* with the following titles: "Significant Population Changes Over Next

Decade," by A. R. Eckler, Vol. 186, No. 5658 (July 25, 1957) p. 1+; "Business Implications of Expected Population and Income Changes," by Walter E. Hoadley, Jr., Vol. 185, No. 5646 (June 13, 1957) p. 7+.

FORTUNE. *Markets of the Sixties*. N.Y., Harper, 1960. 266 pp. \$5.00.

The chapters of this book appeared originally as articles in *Fortune*, January to November 1959: The Future Population "Mix"; The 1960's: A Forecast of the Technology; How the U.S. Can Get 50 Per Cent Richer; The Good Uses of \$750 Billion; The Decade of the "Discretionary" Dollar; The New Masses; How American Taste Is Changing; The Coming Changes in Housing; The "Ordinary" \$125 Billion Market; Detroit's Next Decade; The Long Decline of Public Transportation; The Money Left Over for the Good Life.

Two previously published books also based on articles from *Fortune* are *The Changing American Market* (Garden City, N.Y., Hanover House, 1955. 304 pp.), and *The Fabulous Future: America in 1980* (N.Y., Dutton, 1956. 206 pp.). Both are out of print.

FOUNDATION FOR RESEARCH ON HUMAN RELATIONS. *Trends in Consumer Behavior: The Next Ten Years. Report of a Seminar . . . May 1-2, 15-16, 1957*. Ann Arbor, Michigan, 1958. 50 pp. \$3.00.

This report attempts to look ahead to the period around 1965 in the areas of "Population Trend and Consumption," "Factors Affecting Productivity, Output, Stability and Prices," and "Projecting Consumer Behavior." Bibliography of sources consulted is on pages 45-47.

GEYER ADVERTISING, INC. *Can Prosperity Be Permanent? A Study of Some of the Factors in Our Economic Growth*. N.Y., 1957. 39 pp.

A statistical study covering three periods: 1929-1945, 1946-1955, 1956-1965. Included are historical tables, 1929 to 1956 with Geyer estimates for 1957 to 1965, for the "Five Key Factors in Our Economy" and also for other basic indicators, such as gross national product, plant and equipment expenditures, private savings and debt, etc.

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The editor of *Distribution Age* speaks before an AMA conference on the outlook for transportation, packaging, warehousing, etc.

"Growth Target: 40 Per Cent More Business by 1970; An Interview with Carl F. Oechsle, Assistant Secretary of Commerce," *Nation's Business*, Vol. 48, No. 1 (January 1960) pp. 66-71.

HAUSER, PHILIP M. "The Challenge of Tomorrow's Economy," *National Association of Food Chains Proceedings*, Vol. 25 (October 6-8, 1958) pp. 78-82.

A discussion of Mr. Hauser's paper by A. D. Davis appears on pp. 83-84.

"How the Economy Will Look in 1975 — if Past Trends Continue," *Business Week*, No. 1488 (March 8, 1958) pp. 130-138.

Brief conclusions of McGraw-Hill and Committee for Economic Development economists.

INSTITUTE OF LIFE INSURANCE. *Annual Meeting and Staff Reports*, 1959. N.Y., 1959. 144 pp.

The following papers relating to the theme, "Our Responsibilities to the Public in the 60's," were presented: "An Optimistic Editor Looks at the 60's," by Gardner Cowles; "Opening Remarks of a Panel Discussion on Life Insurance Looks at Life in the 60's," by C. J. Zimmerman; "Product Development in the Competitive Decade Ahead," by W. O. Menge; "Marketing and the Cultivation of Markets in the Decade Ahead," by W. P. Worthington; "The Investment Role of Life Insurance," by E. J. Faulkner.

JOHNSON, ARNO H. "Advertising Better Monetary Policy Can Reverse '60 Slowdown," *Advertising Age*, Vol. 31, No. 16 (April 18, 1960) pp. 57-60.

The outlook for U. S. economic growth with its implications for marketing. This is the thirteenth annual article written by the well-known advertising agency executive for the annual Market Data Issue of *Advertising Age*.

Mr. Johnson has made numerous speeches on the outlook for business similar to this one. Two of these which were printed by J. Walter Thompson Company are *Your Marketing Opportunities, 1959-60* (N.Y., 1959. 40 pp.), and *The Economic Outlook* (N.Y., 1958. 46 pp.). Several other articles are "Beginning of a 10-Year Boom? Interview with Arno Johnson," *Broadcasting*, Vol. 56, No. 6 (February 9, 1959) p. 66+; "Setting Our Sights for the 60's," *Commercial and Financial Chronicle*, Vol. 190, No. 5882 (September 17, 1959) p. 16+.

KEENER, J. W. "Marketing's Job for the 1960s," *Journal of Marketing*, Vol. 24, No. 3 (January 1960) pp. 1-6.

The President of B. F. Goodrich Company analyzes marketing implications of changes in the economy. An article with same title appears in the *Commercial and Financial Chronicle*, Vol. 190, No. 5862 (July 9, 1959) pp. 14-15. Mr. Keener's address before the American Marketing Association, June 17, 1959, on which these articles are based, is published in the AMA's *Marketing Keys to Profits in the 1960's* edited by Wenzil K. Dolva.

KEEZER, DEXTER M. [and others]. *New Forces in American Business; An Analysis of the Economic Outlook for the '60s*. N.Y., McGraw-Hill, 1959. 278 pp. \$4.75.

Six McGraw-Hill business economists present their analysis of prospects for the next decade.

LAZO, HECTOR. "How to Figure 20 Years Ahead (with Sales Management's May 10 Survey of Buying Power)," *Sales Management*, Vol. 82, No. 9 (May 1, 1959) pp. 33-37+.

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Comparison of the long-term projections of five forecasters.

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Predictions by 24 of today's top businessmen that were sealed in a time capsule at the new Look Magazine office building in Des Moines.

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Twenty-five statistical charts are attached to back cover.

"Marketing in the '60s," *Printers' Ink*, Vol. 268, No. 11 (September 11, 1959) pp. 23-26+; No. 12 (September 18) pp. 21-23+; No. 13 (September 25) pp. 23-25+.

Three-part article: "The Coming Battle for Discretionary Dollars" discusses the revolution in consumer taste and buying power; "Success in a Segmented Market: How Total Management Finds it" surveys strategies management will use to profit from growth in the '60s; and, "Total Creativity in Marketing: Key to Productive Advertising" examines the prime competitive weapon—advertising.

"Marketing on the Move. Re: Planning Ahead to '65," *Sales Management*, Vol. 83, No. 12 (November 10, 1959). Entire Issue.

Each year, on November 10, *Sales Management* publishes a special "Marketing on the Move" issue as an aid to market planners. The first part consists of articles by experts on specific trends in the future. The second part is statistical and includes a table projecting to 1965 the population, income and retail sales for 298 metropolitan areas (pp. 83-158).

"Metropolis in Ferment." Ed. by Martin Meyerson, B. Terrett and P. N. Ylvisaker, *Annals of the American Academy of Political and Social Science*, Vol. 314 (November 1957) pp. 1-164.

Seventeen articles by recognized authorities "on specialized aspects of the urban community, setting forth their own hopes and fears, their own images of the future." Several particularly pertinent ones are: *Metropolis Lost, Metropolis Regained*; *Production and Distribution in the Large Metropolis*; *Transportation*; *The Provision of Shelter*.

NAGAN, PETER S. *Your Business Ten Years From Now; A Planning Guide to Help you Capitalize on the Wonderful New Markets, Products, Methods and Materials of the Next Decade*. Washington, D. C., Business Executive Publication, 1956. 40 pp.

A forecast "prepared exclusively for subscribers to *Report on the Business Outlook*," a weekly bulletin for which Mr. Nagan is managing editor. This outlook to 1966 covers population, producers and their output, gross national product and its components, detailed consumer expenditures, new methods, machines and materials, and housing, etc.

NATIONAL INDUSTRIAL CONFERENCE BOARD. *Economic Growth in the 1960's: Prerequisites, Potentials, Problems*. N.Y., 1960. 33 pp.

Charts, with brief text, projecting basic economic indicators to 1970. This chart survey was prepared for the NICB 44th Annual Meeting, the theme of which was "American Enterprise: The Next Ten Years."

NATIONAL PLANNING ASSOCIATION. *National Economic Projections, 1962-1965, 1970*. Washington, D.C., 1959- \$250.00 per year.

An annual loose-leaf service, with quarterly supplements, "designed to provide a frame of reference for business investment-planning and similar private and public decision-making." Includes charts, graphs and tables.

"Outlook for the '60s," *Nation's Business*, Vol. 46, No. 9 (September 1958) pp. 36-37+.

PHILIP, VAN NESS. "Distribution in the 60's," 2 parts, *Industrial Distribution*, Vol. 50, No. 1 (January 1960) pp. 99-114; No. 2 (February 1960) pp. 93-108.

Part 1 defines "The Shifting Markets of the 60's"; Part 2, "Decade for Decision," analyzes in more detail the trends and problems distributors are facing.

ROOS, CHARLES F. *Dynamics of Economic Growth: The American Economy, 1957-1975*. N.Y., Econometric Institute, 1957. 339, [35] pp.

A study based in large part on the Institute's *The General Outlook for the American Economy, 1954-1974*. Emphasis is on population; employment; wage-price level; money supply, business and prices; production; military expenditures; construction; income and purchasing power; personal consumption expenditures. Pages [1-31] at end are historical charts, some of which include projections to 1975.

SARGENT, JOHN R. *Marketing in the Next Decade*. N.Y., Cresap, McCormick and Paget, 1959. 14 pp.

In a speech before the Annual Fall Conference of the Society for Advancement of Management, a management consultant summarizes and defines 14 problems which may present themselves to most companies in the next 10 years.

"Selling in 1960s: How to Get People to Spend \$170-Billion More," *Printers' Ink*, Vol. 267, No. 8 (May 22, 1959) pp. 21-23+.

A special report issued as a prelude to the National Sales Executives 24th International Distribution Congress.

SHANKS, CAROL M. "The Promises and Problems of 'The Golden Sixties'," *Commercial and Financial Chronicle*, Vol. 191, No. 5924 (February 11, 1960) p. 15+.

An address presented by the President of the Prudential Insurance Company.

"60 and the 60's; The Decade of Man in Space," *Newsweek*, Vol. LIV, No. 24 (December 14, 1959). Entire Issue.

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STANFORD RESEARCH INSTITUTE. *United States Foreign Policy. Possible Nonmilitary Scientific Developments and Their Potential Impact on Foreign Policy Problems of the United States. A Study Prepared at the Request of the Committee on Foreign Relations, United States Senate*. Washington, U.S. Govt. Print. Off., 1959. 100 pp. (86th Congress, 1st Session)

"This report explores prospective scientific developments of the next decade and their potential impact on foreign relations problems." — p. ix.

A summary appears in *Bulletin of the Atomic Scientists*, Vol. XVI, No. 1 (January 1960) pp. 7-13, with title "Scientific Developments and Foreign Policy" by Eugene Staley. A short popularly written article based on this report is "This Is Living in 2000 . . ." *Newsweek*, Vol. LIV, No. 13 (September 28, 1959) pp. 49-50.

"Tomorrow's Big Markets," *Dun's Review and Modern Industry*, Vol. 72, No. 5 (November 1958) pp. 35-39+.

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- U. S. CONGRESS. JOINT COMMITTEE ON THE ECONOMIC REPORT. *Potential Economic Growth of the United States During the Next Decade*. Washington, D.C., U.S. Govt. Print. Off., 1954. 35 pp.

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- U.S. CONGRESS. JOINT ECONOMIC COMMITTEE. *World Economic Growth and Competition. Hearings Before the Subcommittee on Foreign Economic Policy, 84th Congress, 2d Session*. Washington, D.C., U.S. Govt. Print. Off., 1957. 175 pp. 45 cents.

Discussion by qualified persons of various aspects of worldwide economic conditions and major considerations likely to affect the future. The statement of Dexter M. Keezer on the growth of the U. S. economy (pp. 6-19) includes projections to 1970.

- U.S. PRESIDENT'S MATERIALS POLICY COMMISSION. *Resources for Freedom*. A Report to the President. Washington, D.C., U.S. Govt. Print. Off., 1952. 5 volumes.

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- "Watch for These Space Age Changes," *Nation's Business*, Vol. 47, No. 1 (January 1959) pp. 66-69+.

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- WEISS, E. B. *Planning Merchandising Strategy for 1961-1965*. N.Y., Doyle, Dane, Bernbach, 1960. 73 pp.

"A run-down on some of the major trends in marketing that may help in developing near-term merchandising programs . . ."—p. 5.
"What the U.S. Will Be Like 10 Years From Now; A Survey of the Problems and Opportunities Ahead," *U.S. News & World Report*, Vol. XLVII, No. 19 (November 9, 1959) pp. 76-83.

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"Potential Appliance Sales: 57.4 Million in 1960-1964," *American Gas Association Monthly*, Vol. 42, No. 5 (May 1960) pp. 21-22+.

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ATOMIC INDUSTRIAL FORUM. *A Growth Survey of the Atomic Industry, 1958-1968*. Prepared by Pickard-Warren-Lowe Associates. N.Y., 1958. 84 pp. \$25.00.

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WILSON, ROBERT E. "How Will Atomic Energy Affect the Oil Industry?" *Commercial and Financial Chronicle*, Vol. 190, No. 5868 (July 30, 1959) p. 1+.

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"BMI-Hunt Survey: How Many Books Must Be Made? Sales, 1954-59; Forecast, 1965," *Publishers' Weekly*, Vol. 178, No. 10 (September 5, 1960) pp. 28-36.

A survey showing actual and estimated sales for 21 categories of book publishing, prepared for the Book Manufacturers' Institute by Stanley B. Hunt & Associates.

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An article based on the findings of this report appeared as "Profiles of the Future — Home Construction and Financing in the Sixties," by Donald H. Sauer, *Business Horizons*, Vol. 3, No. 1 (Spring 1960) p. 4+.

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"Ten-Year Club Scans the Future," *Ceramic Industry*, Vol. 70, No. 6 (June 1958) pp. 79-86.

Charts developed by CI editors to show their forecasts through the 1960's for eleven major branches of the ceramic industry and for some of the general economic factors.

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AMERICAN CHEMICAL SOCIETY. *Chemical Marketing in the Competitive Sixties*. Washington, D.C., The Society, 1959. 147 pp. (Its Advances in Chemistry Series, No. 24) \$3.50.

Twenty authoritative papers comprising the Symposium on Chemical Marketing in the Competitive Sixties, presented before the ACS Division of Chemical Marketing and Economics at its 136th national meeting. Four papers discuss the challenge in marketing for drug and agricultural chemicals, for industrial organic chemicals, for inorganic and heavy chemicals, and for plastics; Four addresses cover "Reaching the Customer by Sales Organization" for these same industries; Five treat the role played by advertising, marketing research, sales performance, and delivery of goods; Three cover "Technical Service and Application Research" relating to both organic and inorganic chemicals; and four are on marketing of a new plastic, an organic chemical, new chemical specialties, and fine chemicals for food use.

For an article covering in general what these speakers planned to say at this symposium, see "The 60's Challenge Market Men," *Chemical and Engineering News*, Vol. 37, No. 37 (September 14, 1959) pp. 92-98+.

Three of these addresses were reprinted in the *Commercial and Financial Chronicle*, Vol. 190, No. 5882 (September 17, 1959), with slightly different titles. They are: "The Surge Ahead for Plastics," by Paul Mayfield (p. 1+); "Challenges of the 1960's Facing Heavy Inorganic Chemicals," by F. A. Gilbert (pp. 6-7); "Tomorrow's Chemical Profits Lie in Using Marketing Research," by J. L. Craig (p. 12+).

BARNETT, H. J., AND F. T. MOORE. "Long Range Growth of Chemical Industries," *Chemical and Engineering News*, Vol. 36, No. 4 (April 7, 1958) pp. 79-82+.

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This is typical of the special reports on prospects for specific commodities that often appear in this journal. Other recent reports are: "Aromatics in Trouble," Vol. 84, No. 10 (March 7, 1959) pp. 53-60;

- "What's Ahead for Boron/Borax?" Vol. 86, No. 17 (April 23, 1960) pp. 95-99+; "Cellulose," Vol. 85, No. 9 (August 29, 1959) pp. 53-62+; "Energy," Vol. 86, No. 2 (May 14, 1960) pp. 63-70+; "Ethylene Chemicals Outlook: Surge to '65," 2 parts, Vol. 84, No. 17 (April 25, 1959) pp. 35-52; No. 19 (May 9, 1959), pp. 79-92; "Propylene," Vol. 85, No. 20 (November 14, 1959) pp. 53-60+.
- "The Next 5 Years [in the Chemical Process Industries]," *Chemical Week*, Vol. 82, No. 25 (June 21, 1958) pp. 51-56+.
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- Brief summary to show that experts vary greatly in their estimates of the outlook. Two of these estimates which appeared elsewhere in more detail are "Plastics: 8.1 Billion Pounds in 1965," by A. F. Sward, *Chemical and Engineering News*, Vol. 37, No. 27 (July 6, 1959) pp. 30-32+; "Ethylene Chemicals Outlook: Surge to '65," *Chemical Week*, Vol. 84, No. 19 (May 9, 1959) pp. 79-92.
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- "Consumer Instalment Credit in the 60's," *Times Sales Financing*, Vol. 24, No. 5 (September/October 1960) pp. 6-8+.
- Summary of a recent Consumer Instalment Credit Study prepared at the University of Michigan by James C. T. Mao.
- GIES, THOMAS G. "Long-Run Growth and the Demand for Consumer Credit," *Commercial and Financial Chronicle*, Vol. 190, No. 5880 (September 10, 1959) p. 13.

Drug Industry

STONE, GEORGE B. "The Ethical Drug Industry — a 20-Year Forward Look," *Commercial and Financial Chronicle*, Vol. 189, No. 5846, Section 1 (May 14, 1959) p. 3+.

Electric Industry (See also Appliances)

"About the Electric Utility Industry," *Commercial and Financial Chronicle*, Vol. 191, No. 5960 (June 16, 1960) p. 1+.

Each year this journal publishes addresses presented before the Edison Electric Institute Annual Convention. Those in 1960 that included a discussion of the future are: "Private Utilities Ready and Able to Meet Future Power Needs," by C. E. Oakes (p. 1+); "Home Electric Heating — Big Market of the Sixties," by T. G. Ayers (p. 3+); "Live Better Electrically — Key to Electrifying Sixties," by R. G. MacDonald (p. 30+); "Exciting Possibilities in Electric Industry Research," by P. A. Fleger (p. 32-33); "Supplying Electric Power Is a Free Enterprise Job," by A. S. King (p. 34-36).

These speeches are summarized as "Convention Highlights US Power Lead, But Speakers Warn of Many Problems," in *Electrical World*, Vol. 153, No. 25 (June 20, 1960) pp. 93-104.

CORDER, RALPH J. "The Shape of Things to Come," *Edison Electric Institute Bulletin*, Vol. 26, No. 6 (June 1958) pp. 179-183+.

This address, presented by the top officer of General Electric before the 26th Convention of the Edison Electric Institute, also appears in the *Commercial and Financial Chronicle*, Vol. 187, No. 5752 (June 19, 1958) pp. 10-11+.

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- Several other addresses on the future of the electronics industry appear in this issue. See, for example, "Analysis of the Future of the Electronics Industry" by R. S. Alexander (p. 18).
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- JACOBY, NEIL H. "U.S. Economy in the 1960's and Electronics Industry," *Commercial and Financial Chronicle*, Vol. 190, No. 5904 (December 3, 1959), p. 13+.
- WATTS, W. W. "A Business With a Real Future: Dynamic Electronic Components," *Commercial and Financial Chronicle*, Vol. 189, No. 5830 (March 19, 1959) p. 17+.

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- "Annual Public Utility Survey," *Investment Dealers' Digest*, Vol. XXIV, No. 23, Section II (June 8, 1958); Vol. XXV, No. 14, Section II (April 9, 1959); Vol. XXVI, No. 23, Section II (June 6, 1960).

The twelfth annual survey (1958) included the following articles: "Straws in the Wind for Gas Industry in 1977," by M. Chandler (pp. 31-32+); "Canadian Energy Outlook Vis-à-Vis U.S. Experience," by C. S. Coates (pp. 57-59+); "Is Gas Usage Approaching the Saturation Point?" by R. W. Otto (pp. 145-6+). The thirteenth survey (1959) contained "The Next 10 Years for Electric Utilities," by J. E. Corette (p. 54+). The fourteenth survey (1960) included "One-Fourth Atomic Power Possible by 1980," by R. E. Ginna (p. 73+); "Full Speed Ahead for Gas in the '60s," by W. H. Ligon (p. 94+); "Sources and Forms of Tomorrow's Power," by Frank Pace, Jr. (p. 121+).

"Energy," *Chemical Week*, Vol. 86, No. 20 (May 14, 1960) pp. 63-70+.

A special "Chemical Week Report" on the outlook for energy resources to the year 2000.

Energy and Man; a Symposium. N.Y., Appleton-Century-Crofts, 1960, pp. 53-94. \$3.75.

The following two papers discuss the importance of energy in our future: "Energy Patterns of the Future," by Edward Teller (pp. 53-72); "Low-Cost and Abundant Energy," by E. S. Mason (pp. 73-94). This symposium was co-sponsored by Columbia's Graduate School of Business and the American Petroleum Institute.

"Experts Tell What Is Ahead for Oil, Other Energy," *Oil and Gas Journal*, Vol. 57, No. 47 (November 16, 1959) pp. 136-139.

Predictions of top men in the energy fields are summarized from two panels. One panel of four men appeared at the annual meeting of the Rocky Mountain Oil and Gas Association. The other panel was co-sponsored by Columbia's Graduate School of Business and the American Petroleum Institute. Complete papers for the latter panel are published as *Energy and Man; a Symposium* (N.Y., Appleton-Century-Crofts, 1960).

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"Spending for Food Projected to 1965," *Nation's Business*, Vol. 46, No. 1 (January 1958) p. 44-45+.

U.S. DEPARTMENT OF AGRICULTURE. *Our Farm Production Potential, 1975*. Washington, D.C., U.S. Govt. Print. Off., 1960. 14 pp. (Its Agriculture Information Bulletin, No. 233).

Part of an overall project for appraising production needs and accomplishments. Several previously published reports were issued as its *Agriculture Information Bulletin*, No. 140 (1955), No. 162 (1956), and as an article in *Agricultural Economics Research*, Vol. 8 (1956) pp. 73-91. A later study will provide projections of livestock yields. — cf. p. 3.

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"Utilities Reveal Their Fuel Plans," *Electrical World*, Vol. 151, No. 14 (April 6, 1959) pp. 81-84.

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AGA Bureau of Statistics tables projecting gas customers and sales by class of service, plant expenditures, miles of main, employees and payroll, annually from 1957 to 1970.

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FISHBURN, J. E., JR. "A Vastly Expanding Market in the Years Ahead," *Commercial and Financial Chronicle*, Vol. 190, No. 5872 (August 13, 1959) p. 3+.

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Articles by leaders in hardware wholesaling presenting an appraisal of today and predictions for tomorrow.

"What Will the Next 10 Years Bring?" *Hardware Age*, Vol. 184, No. 6 (September 10, 1959) pp. 78-79+.

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SWERDLOFF, SOL. "Our Future Labor Force; The Impact of Technology on its Occupational Structure," *Pennsylvania Business Survey*, October 1959, pp. 8-14.

U.S. BUREAU OF THE CENSUS. *Projections of the Labor Force in the United States, 1955 to 1975*. Washington, D.C., 1956. 14 pp. (Its Current Population Reports: Labor Force, Series P-50, No. 69) 10 cents.

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WOLFBEIN, SEYMOUR L. "Coping with Coming Dearth of Creative Manpower," *Commercial and Financial Chronicle*, Vol. 190, No. 5892 (October 22, 1959) p. 24+.

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John Diebold; "Manpower Management in the 1960's"; "Financing Ten Years of Growth"; "The Next Decade in Management," by Peter F. Drucker.

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FEARING, F. C. "Forecast of Nickel Production to 1980 Based on Projection of Mean Trend," *Engineering and Mining Journal*, Vol. 159, No. 4 (April 1958) pp. 106-108+.

NATIONAL ASSOCIATION OF WASTE MATERIALS DEALERS. "Metal Potentials for the 1960's." A panel discussion at the Metals Program of the 47th Annual Convention, National Association of Waste Materials Dealers, March 14, 1960, *Waste Trade Journal*, Vol. 109, No. 3 (April 2, 1960) p. 61+.

Speeches were "Lead and Zinc Outlook Is Favorable," by S. S. Strauss; "Aluminum in the 1960's" by L. P. Favorite; "Outlook for Copper Is Dynamic," by J. J. Lennon. The speeches by Strauss and Favorite appear also in *Metals*, Vol. 30, No. 9 (March 1960) pp. 7-12.

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U.S. DEPT. OF HEALTH, EDUCATION, AND WELFARE. *Illustrative United States Population Projections*. By T. N. E. Greville. Washington, D.C., 1957. 53 pp. (Its Actuarial Study, No. 46) Limited circulation.

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Prophecies

COHN, VICTOR. *1999, Our Hopeful Future*. Indianapolis, Bobbs-Merrill, 1956. 205 pp. \$3.75.

A science reporter for the *Minneapolis Star and Tribune* reflects the thinking of the many scientists, engineers and professors he interviewed as he predicts what life will be like in 1999. This book is written for the layman, and is divided into 5 sections: Day-to-Day Living (homes, transportation, cities); Our Future Servants — Industry and Science (automation, atom, the sun, and weather); New Menus, New Wardrobes, New Health; The Space Frontier; and, The Future: Opportunities, Dangers.

ERNST, MORRIS L. *Utopia, 1976*. N.Y., Rinehart, 1955. 305 pp. \$3.50.

A description of one individual's dream for our country in 1976.

"Looking 25 Years Ahead; Great Changes Coming," *Changing Times*, Vol. 11, No. 6 (June 1957) pp. 25-34.

A prediction of what your life will be like in 1982 as to people, life around the home, health and play, your job and your money, travel, schools, etc.

MEAD, SHEPHERD. *The Big Ball of Wax; A Story of Tomorrow's Happy World*. A Novel. N.Y., Simon and Schuster, 1954. 264 pp. \$3.50.

A light, entertaining novel, satirizing life in 1992. The story is concerned with the adventures of an executive of Con Chem as he tries to acquire a new machine, called XP, for his company.

SARNOFF, DAVID. "The World in 1976," *Commercial and Financial Chronicle*, Vol. 184, No. 5574 (October 4, 1956) p. 1+.

An address by the Chairman of the Board of Radio Corporation of America in which he predicts what the world will be like in 1976.

Real Estate Business

MICHIGAN, UNIVERSITY OF. SCHOOL OF BUSINESS ADMINISTRATION. *Lectures and Paper of the Annual Real Estate Clinic . . . March 29-30, 1960*. Ann Arbor, 1960. 105 pp.

This program consisted of a paper on "The Economy in the Sixties," and two panel discussions: "Real Estate Sales Prospects in the Sixties" and "Financing Real Estate in the Sixties."

Regional Forecasts — New England

FEDERAL RESERVE BANK OF BOSTON. *Research Report: 1970 Projection*. Boston, 1959. 18 volumes.

These reports were prepared for use in compiling the Bank's Annual Report, 1959, which was on "The New England Economy in 1970" (1960. 59 pp.).

Contents: No. 1. New England Manufacturing Industries in 1970; No. 2. New England Banking and Other Financial Functions in 1970; No. 3. Educational Needs in New England to 1970; No. 4. The Electronics Industry in New England to 1970; No. 5. New England Population and Labor Projections; No. 6. Goals in Urban Renewal for New England; No. 7. New England Agriculture in 1970; No. 8. New England's Personal Consumption Expenditures in 1970; No. 9. Fuel and Energy Use in the 1960's; No. 10. Land Use Changes in the 1960's; No. 11. Forecast of New England's Machinery Industry in 1970; No. 12. New England's Personal Income Projected to 1970; No. 13. Residential Construction in New England; No. 14. Outlook for New England's Shoe Industry to 1970; No. 15. Trend of New England's State

and Local Finances to 1970; No. 16. New England Textile Employment in 1970; No. 17. New England's Tourist Industry in 1970; No. 18. New England's Water Supply, 1970.

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY. *County Population and Household Growth in our Territory, 1958-1975*. [Boston] 1958. 38 pp.

Charts and tables projecting population and households by county, with no text.

SWEETSER, FRANK L. *The Population of Greater Boston Projected to 1970*. Boston, 1959. 16 pp. (Greater Boston Economic Study Committee. Economic Base Report, No. 2).

Regional Forecasts — East North Central

HABER, WILLIAM, EUGENE C. MCKEAN AND HAROLD C. TAYLOR. *The Michigan Economy, its Potential and its Problems*. Kalamazoo, Michigan, W. E. Upjohn Institute for Employment Research, 1959. 395 pp. \$3.25.

Section III, Prospects for the Future, includes two chapters on the outlook for Michigan population and employment (pp. 215-249).

HOCH, IRVING. *Forecasting Economic Activity for the Chicago Region: Final Report*. Chicago, Chicago Area Transportation Study, 1959. 116 pp.

The principal parts of this study are: "A Nontechnical Summary of the Economic Forecast"; "Population, Production, Income"; Expenditures, Trade, Final Demand"; "Output and Employment Forecast."

RUSSELL, JOSEPH A., JEROME B. FELLMANN AND HOWARD G. ROEPKE. *The St. Lawrence Seaway; Its Impact, by 1965, Upon Industry of Metropolitan Chicago and Waterway-Associated Areas*. Chicago, Chicago Association of Commerce and Industry, 1959. Vol. 1 (97 pp.)

Regional Forecasts — South

ARIZONA STATE UNIVERSITY. BUREAU OF BUSINESS SERVICES. *Arizona's Dynamic Future — an Economic Portrait*. Prepared for Arizona Development Board. Tempe, Arizona, 1960. [28] pp.

Chart projections of the key economic series, with brief text.

GILL, JOHN P. *A Look at Georgia's Probable Future Population, Personal Income, and Employment*. Athens, Bureau of Business Research, University of Georgia, 1959. 30 pp.

SOUTHERN RESEARCH INSTITUTE. *50 Million Consumers; Proceedings of a Conference on the Economic Future of the South*. Birmingham, Ala., 1958. 93 pp.

The following papers were presented: Prospects for Southern Progress; Population and Income Projections Through 1983; Future Trends in Agriculture and Forestry; Meeting Energy Requirements; Financing a More Prosperous South; The Effects of Automation; Communications in 1983; A Southern Governor Looks at the South; Economic Impact of Advancing Technology; Resources for New Industry in the South; Marketing and Market Research; Obtaining Growth Capital for the South; The Role of Education.

TULANE SOCIETY OF ECONOMICS. *The Economic Potential of the New Orleans Area, 1956-1970*. New Orleans, 1959. 63 pp.

Regional Forecasts — Pacific

U.S. OFFICE OF AREA DEVELOPMENT. *Future Development of the San Francisco Bay Area, 1960-2020*. Prepared for the U.S. Army Engineer District, San Francisco Corps of Engineers. Washington, D.C., U.S. Govt. Print. Off., 1959. 1 volume and 21 plates. \$11.00.

"This report provides population projections for each decade from 1960 to 2020 for the Bay Area as a whole and for the nine counties. . . It also includes an appraisal of the future economy of the Bay area with estimates of future employment in the major economic activities, projected distribution of various land uses (mapped by decades), and a study of land reclamation possibilities." — p. iii.

WASHINGTON, UNIVERSITY OF. BUREAU OF BUSINESS ADMINISTRATION. *Electric Energy Outlook for Pacific Northwest*. Seattle, 1960. 57 pp. (Its Occasional Paper, No. 13).

Regional Forecasts — Canada

CANADA. ROYAL COMMISSION OF CANADA'S ECONOMIC PROSPECTS. *Final Report*. Ottawa, 1957. 509 pp. \$3.00.

Final report of the Gordon Commission, established "to report on 'the probable economic development of Canada and the problems to which such development appears likely to give rise'." — p. 3. Over thirty special studies on specific industries were also published by this Commission, some of which are included in the list of "References" on pp. 461-468.

A digest of this Gordon Report is *Canada, 1980* by Albert A. Shea (Montreal, McClelland and Stewart, 1960. 107 pp. \$2.50).

CAVES, RICHARD E., AND RICHARD H. HOLTON. *The Canadian Economy; Prospect and Retrospect*. Cambridge, Harvard University Press, 1959. 676 pp. (Harvard Economic Studies, Vol. CXII) \$10.00.

An extensive study by two American economists, the latter half of which concentrates on the outlook to 1970.

DHALLA, N. K. "What the Next Decade Will do to Our Population and Markets," *Canadian Business*, Vol. 33, No. 2 (February 1960) pp. 31-34+.

Other recent articles appearing in this journal are "Your Income and Spending to Climb in the Decade Ahead," Vol. 33, No. 4 (April 1960) pp. 114-118+; and "Investment Outlays to Rise in Capital-Hungry Sixties," No. 5 (May 1960) pp. 48-52+.

"Economic and Political Forecasts for the 1960's," *Life Underwriters News* (Canada), March 1960, pp. 32-34+.

These forecasts consist of extracts from annual reports and statements of many life insurance companies operating in Canada.

Retail Trade

"Revolution in Retail Selling; Where and How You'll Shop in Future — What Executives Say," *U.S. News & World Report*, Vol. XLIV, No. 25 (June 20, 1958) pp. 55-58.

Shoe Industry

HANSEN, HARRY L. "Illustrative Projections of Footwear Purchases by Sex and Age Groups for 292 Standard and Potential Metropolitan Areas," In his *A Study of Competition and Management in the Shoe Manufacturing Industry*. N.Y., National Shoe Manufacturing Association, 1959. pp. 96-141. \$100 (\$5.00 to members).

Statistical tables (pp. 105-141) project footwear purchases for 1960 and 1965.

Soap Industry

"Washday Line-Up: What Will Be on the Shelf in 1970?" *Chemical Week*, Vol. 82, No. 4 (January 25, 1958) pp. 38-41.

Five companies in the soap and allied fields are asked to look into the future.

Sporting Goods Industry

SNYDER, RICHARD E. *Sporting Goods Market at the Threshold of the Sixties*. Chicago, National Sporting Goods Association, 1960. 25 pp. \$15.00.

Technology (See also Energy Resources; and General Sources)

"The Next Decade — a Look at Our Technical Horizons," *Industrial and Engineering Chemistry*, Vol. 51, No. 1 (January 1959) pp. 2-12.

Five Golden Anniversary Lectures by experts to suggest new technical developments that can be achieved within the next 10 years in the areas of energy resources, molecular building blocks, mathematics and computers, measurement and instrumentation, and technological productivity.

Telephone Industry

- FALK, ALEXANDER J. "Outlook for Telephone Expansion in the Sixties," *Public Utilities Fortnightly*, Vol. 65, No. 2 (January 21, 1960) pp. 92-98.
- POWER, DONALD C. "A Telephone Man Takes a Look at the Future," *Commercial and Financial Chronicle*, Vol. 189, No. 5852 (June 4, 1959) p. 10+.
- TAYLOR, JOHN T. "The 1960's, Decade of Discoveries," *Telephony*, Vol. 159, No. 15 (October 8, 1960) pp. 23-24+.

Textiles and Apparel

- LIANG, LELAND S. "Textiles Marketing in the 1960's," *Modern Textiles Magazine*, Vol. 40, No. 12 (December 1959) pp. 61-63.
- MIERNYK, WILLIAM H. "The Long-Term Textile Outlook," *Commercial and Financial Chronicle*, Vol. 189, No. 5856 (June 18, 1959) p. 9+.
- WERNER TEXTILE CONSULTANTS. *A Look at the 1960's; Papers Presented at a Seminar for Textile Executives*. N.Y., 1960. 47 pp.
- WOOL BUREAU. *What's Ahead for Clothing Markets?* N.Y., [1958] [8 pp.]
- "How future population will affect demand for men's and women's wear."

Textiles, Synthetic

- "New Man-Made Fibers to Boom," *Chemical and Engineering News*, Vol. 37, No. 13 (March 30, 1959) pp. 86-92.
- SCHWARZ, EUGENE. "Man-Made Fibers Weave Glowing Future," *Chemical Week*, Vol. 82, No. 10 (March 8, 1958) pp. 93-103.

Transportation (See also Air Travel)

- LIFSCHULTZ, S. B. "The Outlook for Transportation [Freight Forwarding] in the Next Five Years," *Commercial and Financial Chronicle*, Vol. 190, No. 5866 (July 23, 1959) p. 12.
- PLOWMAN, E. G. "Transportation in 1999 Will Be Rationalized," *Commercial and Financial Chronicle*, Vol. 190, No. 5860 (July 2, 1959) p. 4+.

SYRACUSE TRANSPORTATION CONFERENCE. "The Next Ten Years in My Field of Transportation," *Tenth Annual Salzberg Memorial Lecture and Proceedings of the Syracuse Transportation Conference*, Syracuse University, Business Research Center, 1958, pp. 33-60.

Short papers by eight authorities representing various types of transportation.

FORECASTING METHODS

ABRAMSON, ADOLPH G., AND R. H. MACK, editors. *Business Forecasting in Practice: Principles and Cases*. N.Y., Wiley, 1956. 275 pp. \$6.50.

The purpose of this book is to give specific information on how short-term forecasts (one year or less) are prepared, and to indicate how forecasters can make better use of existing studies of business cycle causation. Six chapters by business economists give actual forecasts for their companies (Federated Department Stores, General Electric, Jewel Tea Co., Procter and Gamble, Stein Roe and Farnham, and Union Service Corp.), description of techniques, data employed, and uses made of their forecasts.

AMERICAN MANAGEMENT ASSOCIATION. *Company Organization for Economic Forecasting; Keeping Informed on the Business Outlook*. N.Y., 1957. 86 pp. (Its Research Report, No. 28) \$2.00; non-members, \$3.00.

The results of two surveys, the first giving "Chief Executives' Sources of Economic Information" based on statements obtained from 56 presidents, and the last covering a more detailed study "of the forecasting activities of an additional group of firms." In the latter group, "Eastman Kodak Company: Adapting Company Operations to a Changing Economic Environment" (pp. 33-56) is the only company identified by name, and it is a paper delivered by E. R. King before an AMA Management course in 1954.

AMERICAN MANAGEMENT ASSOCIATION. *Evaluating and Using Business Indicators, With Special Reference to the Current Economic Outlook*. N.Y., 1959. 159 pp. (Its AMA Management Report, No. 25) \$2.50; non-members, \$3.75.

Papers presented at a special conference of the AMA Finance Division, October 1958. Contents: The Behavior of Business Indicators in a Recovery Period; An Evaluation of the National Bureau's Business Indicators; Change in the Money Supply as an Initiator of Business Upturns; The Use of Business Indicators in the Heavy-Equipment Industry; The Use of Business Indicators in the Hard-Goods Industry; The Use of Business Indicators in the Consumer Durables Indus-

try; Using Electronic Data Processing for Seasonal-Variation Analysis and Adjustment; Charting the Coming Boom; The Economic Outlook: Inflation or Prosperity?; The Impact of Foreign Developments on the National Economy; The Role of Consumer Credit in the National Economy; Long-Term Forecasting and the Outlook for 1967.

AMERICAN MANAGEMENT ASSOCIATION. *Materials and Methods of Sales Forecasting*. N.Y., 1957. 239 pp. (Its Special Report, No. 27) \$3.50; non-members, \$5.25.

This report is based on papers presented at the Special Conference on Sales Forecasting held in Chicago in May 1957. Part 1 is on "The Basic Forecasts," with one speech on economic forecasts and one on industrial forecasts; Part 2, "Sources of Outside Information," includes speeches on government aids and the use of media in making sales forecasts, and on the role of consulting services; Part 3, "Techniques of Forecasting," consists of two speeches on the consumer soft goods industry, three on the consumer hard goods industry, and three on industrial goods; Part 4, "Two Company Applications," has three speeches by executives at Minneapolis Mining & Manufacturing Co., and four by executives with Kaiser Aluminum & Chemical Sales, Inc. An Appendix lists selected sources of federal government statistics, of market data, and of other published sources.

AMERICAN MANAGEMENT ASSOCIATION. *Sales Forecasting; Uses, Techniques and Trends*. N.Y., 1956. 159 pp. (Its Special Report, No. 16) \$2.50; non-members, \$3.75.

The edited and, in some cases, expanded papers presented at the 1956 Special Conference on Sales Forecasting. Contents: What Management Expects of Forecasting; Objectives and Techniques of Sales Forecasting; Increasing Forecast Accuracy Through Good Organization; Finding and Evaluating Basic Data for Sales Forecasting; The Practical Use of Mathematics in Forecasting; More Effective Presentation of Forecast Information; Sales Forecasting for New Products; The Use of Sales Forecasts by Other Departments; Short-, Medium-, and Long-Range Forecasting; When and How Forecasts Should Be Reviewed and Revised; Preparation and Coordination of Forecasts at Corning Glass Works; Reliable Forecasts in the Smaller Company: Dodge Manufacturing Corporation; Variation in Forecasting Techniques at New Departure. Appendix: "Survey of Sales-Forecasting Practices," by L. Strong.

AMERICAN STATISTICAL ASSOCIATION. BUSINESS AND ECONOMIC STATISTICS SECTION. *Proceedings, 1957*. Washington, D.C., The Association, 1957. 469 pp.

Papers read by authorities on the various aspects of short-term and long-term forecasting.

The 1955/56 *Proceedings* included four speeches on the "Techniques and Uses of Forecasts of General Business Conditions" at DuPont, U.S. Steel, Eastman Kodak and Jewel Tea Company (pp. 158-179).

BASSIE, V. L. *Economic Forecasting*. N.Y., McGraw-Hill, 1958. 702 pp. \$8.75.

A three-part study: the essentials of forecasting; the expenditure-income-flow approach; and, frequently encountered problems. Special attention is given to sources of information and rules of research procedure.

BERGER, RICHARD. "Several of the Forecasting Techniques in Use Today," *Commercial and Financial Chronicle*, Vol. 189, No. 5846 (May 14, 1959) pp. 22-23.

A commercial research engineer evaluates methods of forecasting.

BIGGS, ROBERT M. *National-Income Analysis and Forecasting*. N.Y., Norton 1956. 610 pp. \$5.95.

A textbook surveying contemporary thinking about prosperity and depression and divided into three parts: The Nature and Measurement of Economic Activity; Income Fluctuations; and Policies for High Levels of Income.

BATT, ELMER C. *Business Forecasting*. N.Y., McGraw-Hill, 1958. 366 pp. \$7.50.

Professor Batt covers the major areas of business forecasting, including "growth of total industry and individual industries, short-term movements of total industry and individual industries, company sales, and miscellaneous processes. Two chapters describe those economic indicators which are essential in carrying out forecasting procedures."—p. vi. The author previously published an authoritative textbook on *Business Cycles and Forecasting* (4th edition. Homewood, Ill., Irwin, 1953. 616 pp. \$7.50).

BATT, ELMER C. "Methodology in Long-Range Business Forecasting," *Commercial and Financial Chronicle*, Vol. 191, No. 5922 (February 4, 1960) pp. 10-11.

Professor Batt stresses the need for long-range forecasts in this speech before the N.Y. Chapter of the American Statistical Association.

"Business Forecasting," *Business Week*, No. 1360 (September 24, 1955) pp. 90-122.

A special report on the different techniques of forecasting and their possibilities and disadvantages.

COLM, GERHARD. "Economic Projections: Tools of Economic Analysis and Decision Making," *American Economic Review*, Vol. XLVIII, No. 2 (May 1958) pp. 178-187.

This paper, written by a well-known economist, evaluates past experiences in long-range projections and suggests some improvements.

COLM, GERHARD. "How Good are Long-Range Projections of GNP for Business Planning?" *California Management Review*, Vol. 1, No. 2 (Winter 1959) pp. 1-10.

A three-part article, discussing the objections of skeptics, the kinds of projections best suited for business planning, the needs for improvement.

CONFERENCE ON RESEARCH IN INCOME AND WEALTH. *Studies in Income and Wealth, Vol. 16: Long-Range Economic Projection*. Princeton, Princeton University Press, 1954. 476 pp. \$9.00.

Papers presented at the Conference in 1951 and dealing primarily "with the conceptual problems of long-range projections, and the manner in which economic problems are involved.

CONFERENCE ON RESEARCH IN INCOME AND WEALTH. *Studies in Income and Wealth, Vol. 17: Short-Term Economic Forecasting*. Princeton, Princeton University Press, 1955. 506 pp. \$7.50.

Papers presented at the Conference, 1951, and including such topics as recent developments in forecasting, plant and equipment programs and their realization, expectations and plans of firms, and consumer anticipations.

CONTROLLERSHIP FOUNDATION. *Business Forecasting; a Survey of Business Practices and Methods*. N.Y., 1950. 70 pp. \$5.00 (\$2.00 to members).

A report on a survey of 38 large and medium sized companies giving a summary of findings in table form, brief descriptions of the forecasting organization and practices of 12 companies, and a discussion of techniques and methods for forecasting general business conditions by Frank D. Newbury. This Foundation also issued an *Executive Summary*. . . (9 pp.) which gives highlights of the findings for the busy executive.

CRAWFORD, C. M. *Sales Forecasting: Methods of Selected Firms*. Urbana, 1955. 72 pp. (University of Illinois, Bureau of Economic and Business Research. Bulletin, No. 78) \$1.00.

A report based on a study of 20 selected companies not only to find out the techniques employed but also to consider the place of sales forecasting in the over-all program. A useful bibliography of other books, pamphlets and articles appears on pp. 69-72.

DAUTEN, CARL A. *Business Fluctuations and Forecasting*. Chicago, South-Western Publishing Co., 1954. 518 pp. \$5.75.

A professor of finance at Washington University in St. Louis discusses the nature of business fluctuations, causal factors, methods of measurement and typical fluctuations and also the various procedures for general economic and business forecasts and for forecasts of an industry or business. Services of various forecasting organizations are covered on pp. 500-512. "Suggested Readings" are at end of each chapter.

EITEMAN, WILFORD J. *Business Forecasting*. Ann Arbor, Michigan, Masterco Press, 1954. 67 pp. \$2.50.

The primary object of this book is to show how to translate fore-

casts of business conditions into balance sheet and profit and loss figures for a specific company. — cf. Introduction.

“Forecasting,” *Journal of Business of the University of Chicago*, Vol. XXVII, No. 1 (January 1954). Entire Issue.

A series of eleven articles, written by professors of economics or business, describing the methods of forecasting for each major component of expenditure comprising the gross national product, such as new residential housing and the demand for consumer durable goods.

GOLDBERG, MELVIN J. “How Top Management Forecasts the Future,” *Dun’s Review and Modern Industry*, Vol. 72, No. 3 (September 1958) pp. 33–35+.

Results of a DR&MI survey of 77 companies.

GOODMAN, OSCAR R. *Sales Forecasting: A Case Study Approach*. Madison, 1954. 149 pp. (Wisconsin Commerce Reports, University of Wisconsin Bureau of Business Research and Service, Vol. III, No. 5) \$1.15.

An analysis of the sales forecasting practices of 10 companies of varying size, organization, and from different industries. Statistical tools and forecasting procedures are discussed at the end.

GORDON, ROBERT A. *Business Fluctuations*. N.Y., Harper, 1952. 624 pp. \$6.50.

A textbook divided into three parts: Income, Spending, and Output; The Nature and Causes of Business Fluctuations; Prediction and Control.

HANSEN, ALVIN H. *Business Cycles and National Income*. N.Y., Norton, 1951. 639 pp. \$6.50.

A study dealing with “the business cycle, the national income, the modern theory of employment, and the evolution of economic thinking on these problems.” — cf. p. viii. Bibliography: pp. 617–629.

HILL, RICHARD M. *Setting Sales Objectives for Small Business*. Urbana, 1959. 60 pp. (University of Illinois, Bureau of Business Management Bulletin, No. 815).

The techniques of sales forecasting for small retail and wholesale enterprises.

“How to Read the Outlook Signs; Interview with Martin R. Gainsbrugh,” *Nation’s Business*, Vol. 48, No. 6 (June 1960) pp. 33–35+.

“Chief economist of National Industrial Conference Board tells how to make better use of business indicators.”

LAZER, WILLIAM. “Perspectives of Sales Forecasting,” *Business Topics* (Bureau of Business and Economic Research, Michigan State University), Vol. 7, No. 1 (Winter 1959) pp. 41–51.

An MSU professor discusses various dimensions of sales forecasting, and basic procedures, techniques and results.

LUEDICKE, HEINZ, E., editor. *How to Forecast Business Trends; A Special Report for Executives*. N.Y., Journal of Commerce, 1954. 120 pp. \$1.00.

Much of the material in this book was written for issues of the *Journal of Commerce* as a practical aid to executives. The first part covers the evaluation of business forecasts and methods of determining trends. The second part describes specific business indicators and discusses their uses in forecasting.

MAISEL, SHERMAN J. *Fluctuations, Growth, and Forecasting: The Principles of Dynamic Business Economics*. N.Y., Wiley, 1957. 552 pp. \$7.50.

A textbook that combines theory with attention to decisions, applications and policy. There are five parts: A Dynamic Economy; Assembling of Information; Studies in Spending Decision; Forecasting; Policies.

MORRIS, FRANK E. "The Use of Business Indicators in Forecasting," New York University, Graduate School of Business Administration, Alumni Association, *Proceedings of the Sixth Annual Dean's Day Homecoming Conference*, February 28, 1959. pp. 20-36. (New York University Business Series, No. 37).

The behavior of eleven leading indicators from 1952 to 1958.

NATIONAL INDUSTRIAL CONFERENCE BOARD. *Forecasting in Industry*. N.Y., 1956. 76 pp. (Its Studies in Business Policy, No. 77).

The results of a survey of more than 100 companies, analyzing the problems and methods and including brief company examples. The emphasis is on sales forecasting, with general business forecasting discussed on pp. 46-58.

NATIONAL PLANNING ASSOCIATION. *Long-Range Projections for Economic Growth: The American Economy in 1970*. Washington, D.C., 1959. 96 pp. (Its Planning Pamphlet, No. 107) \$2.00.

"Part I discusses the uses of long-range projections, the methods by which such projections are made, and some summary results for alternative model projections in 1965 and 1970. Part II discusses in detail the procedure for making such projections, using as an illustration the 1970 judgment model projection."—p. vii.

NEWBURY, FRANK D. *Business Forecasting; Principles and Practices*. N.Y., McGraw-Hill, 1952. 273 pp. Out of print.

Discussion of various economic principles and their application to business forecasting. Some of the material is taken from the author's professional experience with Westinghouse.

PLATT, HENRY M. *Economic Indicators; Their Use in Business Forecasting*. Hanover, N.H., 1959. 18 pp. (Dartmouth College. Amos Tuck School of Business Administration. Tuck Bulletin, 21).

PROCHNOW, HERBERT V., editor. *Determining the Business Outlook*. N.Y., Harper, 1954. 445 pp. Out of print.

Each chapter is a discussion of a principal business indicator, such as industrial production, construction, and the money supply, written by a competent authority in the field. Suggested readings are at end of each chapter.

REYNOLDS, CHARLES S. "A Look at Short- and Long-Term Sales Forecasting," *N.A.C.A. Bulletin*, Vol. XXXVI, No. 4 (December 1954) pp. 475-484.

A management consultant discusses "some of the considerations which make for value or hazard in the employment of either type [of forecasting]."

ROOS, CHARLES F. "Survey of Economic Forecasting Techniques," *Econometrica*, Vol. 23, No. 4 (October 1955) pp. 363-395.

The President of Econometric Institute discusses five forecasting techniques. Includes numerous bibliographical footnotes.

SILK, LEONARD S. *Forecasting Business Trends*. N.Y., McGraw-Hill, 1956. 157 pp. (McGraw-Hill Consultant Reports on Current Business Problems) \$15.00.

"The purpose of this report is to explain some of the outstanding contemporary techniques of business forecasting and to describe the principal sources of economic and statistical information which the business forecaster must use."—p. 10. An "Index of Publishers and Cost of Source Material" appears on pp. 137-157.

SNYDER, RICHARD M. *Measuring Business Change; A Handbook of Significant Business Indicators*. N.Y., Wiley, 1955. 382 pp. \$7.95.

This book discusses the more important national business indicators or indexes on which many forecasts are based. It covers their uses, some pitfalls to be avoided, and what sources publish the historical as well as the current statistics.

STRONG, LYDIA. "Sales Forecasting Comes of Age," *Management Review*, Vol. XLV, No. 8 (August 1956) pp. 687-697; No. 9 (September 1956) pp. 790-799.

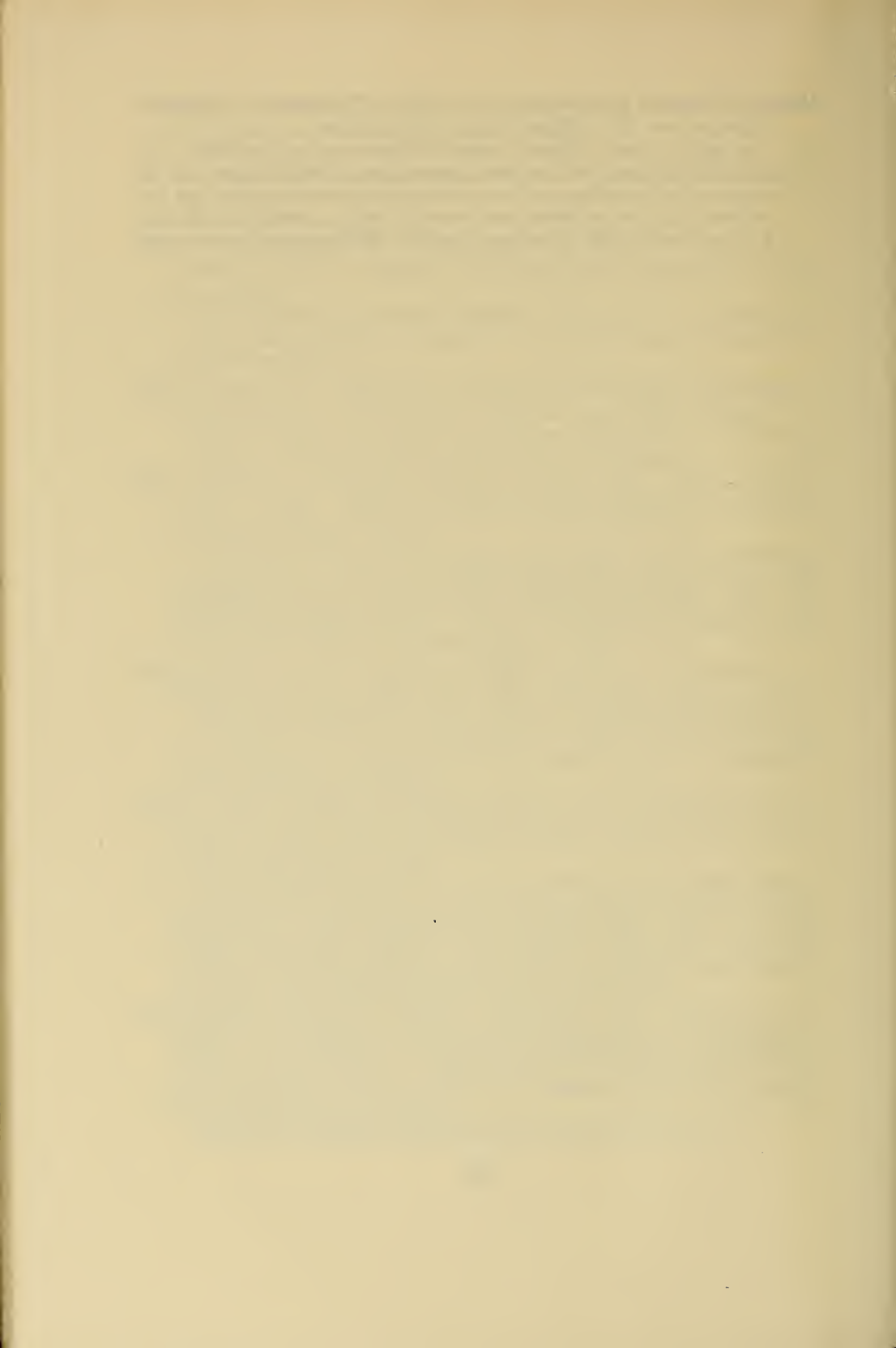
This two-part study was based on a survey of 297 company representatives who attended an American Management Association Special Conference on Sales Forecasting in Chicago, 1956. Part 2 has title "Sales Forecasting: Problems and Prospects." Both parts were reprinted in the appendix of the American Management Association's *Sales Forecasting Uses, Techniques, and Trends* (1956).

UNIVERSITIES — NATIONAL BUREAU COMMITTEE FOR ECONOMIC RESEARCH. *The Quality and Economic Significance of Anticipations Data; A Conference . . .* Princeton, Princeton University Press, 1960. 466 pp. (National Bureau of Economic Research. Special Conference Series, 10) \$9.00.

Papers with discussion, presented at a conference in 1957.

WRIGHT, WILSON. *Forecasting for Profit: A Technique for Business Management*. N.Y., Wiley, 1947. 173 pp. \$4.50.

A study of "the different economic factors which should be considered in making forecasts, how information on these factors can be organized, where data can be obtained, how forecasts may be developed, and how estimates can be made useful. . ." cf. p. 9. Author is an economist with Armstrong Cork Co. Bibliography, pp. 167-169.



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